

## **PCMH Education Subcommittee Work Plan**

### **Subcommittee Members**

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### **I. Strategic priorities**

#### **Objectives**

**1. Educate consumers on the value of PCMH, clinics, state program, patient benefits**

**-Teach a standard, basic working definition and understanding of PCMH to all program participants**

**2. Develop talking points and messaging to sell the program benefits, value, outcomes, etc.**

**-For payors and providers**

**-Answer questions for the patient – What is it? Why is it? How does it benefit me?**

**3. Develop provider-focused fact sheets to build provider “buy-in”**

**-Further engage current PCMHs in talking to their patients/neighbors/family/friends about PCMH and recruit new PCMHs to the program**

**-Educate existing providers on ways they can further benefit from participating in PCMH program**

**-Help providers at different stages of implementation streamline implementing concepts, save providers and their staff time**

## II. Education Activities

### *Phase 1 of Consumer Education--*

| Planned Action(s)   | Next Steps  | Est. Completion   | Expected Results  |
|---|---|-------------------|---|
| 1) Help clinics develop scripts for explaining PCMH to patients. Toolkit including scripts, rack card for waiting rooms, PDF posters to hang. | 1) Evaluate progress by surveying effectiveness with patient understanding of PCMH concept. | 1) June 2015      | 1) Patient survey on PCMH concept shows improved knowledge.   |
| 2) Information from payers with enrollment materials to new members and similar information inserted with EOBs to existing members.           | 2) Evaluate insurers' members understanding of PCMH   | 2) July 2015      | 2) Member survey on PCMH concept shows improved knowledge.  |
| 3) Series of press releases from the CSI regarding program milestones   | 3) Develop consumer directed webpages on the CSI site for PCMH                              | 3) September 2015 | 3) Press stories across the state that highlight the state program and local PCMHs. An analytics report of traffic on new webpages. |

**Phase 2 of Consumer Education--**

| Planned Action(s) | Next Steps | Est. Completion | Expected Results |
|-------------------|------------|-----------------|------------------|
| 4)                | 4)         | 4)              | 4)               |
| 5)                | 5)         | 5)              | 5)               |
| 6)                | 6)         | 6)              | 6)               |

| Consumer Organizations that could help with education                              |   |
|--|---|
| • Montana Medical Association  | • American Heart Association                              |
| • AARP   | • National Kidney Foundation                              |
| • MTPCA  | • Patient Advocates from major hospitals                  |
| • Healthy Mothers Healthy Babies   | • ALS Support Group                                       |
| • Alzheimer's Association of Montana   | • American Parkinson's Disease Association                |
| • Planned Parenthood Montana   | • Lupus Foundation of America                             |
| • American Diabetes Association –MT Chapter  | • ACS-CAN   |
| • Assn. of MT Public Health Officials  | • Mental Health America of Montana                        |
| • MT DPHHS   | • Leukemia & Lymphoma Society                             |
| • MT Public Health Association   | • MT Nurses Association                                   |
| • Montana Migrant Council  | • PLUK  |
| • Montana Healthcare Association   | • Catholic Hospitals                                      |
| • Early Childhood Coalition of Greater Helena (& affiliates in other major cities) | • Glaxo Smith Kline                                       |
| • Montana BioScience Alliance  | • Arthritis Foundation Great West Region                  |
| • National MS Society  | • MT Chapter – American Lung Association Mountain Pacific |

***Provider education--***

| Planned Action(s) | Next Steps | Est. Completion | Expected Results |
|-------------------|------------|-----------------|------------------|
| 1)                | 1)         | 1)              | 1)               |
| 2)                | 2)         | 2)              | 2)               |
| 3)                | 3)         | 3)              | 3)               |

| Planned Action(s) | Next Steps | Est. Completion | Expected Results |
|-------------------|------------|-----------------|------------------|
| 1)                | 1)         | 1)              | 1)               |
| 2)                | 2)         | 2)              | 2)               |
| 3)                | 3)         | 3)              | 3)               |